



Application Pack

Digital Marketing Coordinator

We want our application process to be right for you as an individual. If there's anything we can do to make the process below more straightforward for you, please email recruitment@barnwoodtrust.org and we will contact you to discuss what support we may be able to provide.

Our careers page on our [website](#) has some examples of things we may be able to put in place.

We are recruiting for:

- Full Time (37.5 hrs per week) (Permanent Contract)
We would consider part-time hours for the right candidate.

The application pack consists of the following:

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After reading this pack, you will need to complete our online application form:

- Answer the 3-role specific competency-based questions.
- Provide your personal details, work history and experience.
- Please consider completing our equal opportunity monitoring section.
Your equal opportunities information is separated from your application at source and is not seen by the recruiting manager.
- **Deadline for applications: 12.00 noon of Friday 11th October 2024**
- **First interviews: Monday 21st and Wednesday 23rd October 2024**
- **Second stage interviews: Thursday 24th & Friday 25th October 2024**



Barnwood Trust

Barnwood is an independent charitable Trust. We get millions of pounds of funding out into the county every year. But money is only part of the story.

We join with the people, communities and organisations in Gloucestershire's disability and mental health movement – creating change so that disabled people and people with mental health conditions have choice of opportunities, access their rights, and are included where they live.

What do we do? We investigate the long-term, complex issues and barriers faced by disabled people and people with mental health conditions. We share research, develop projects, and run campaigns to influence the change that's needed. We partner with local organisations, involve people with lived experience directly in our work, and look for better ways to fund.

Barnwood Trust was set up over 200 years ago. Today, we are not your typical funder, and we don't work in isolation. Learning and collaboration run through everything we do. We bring people together for a different conversation and explore big ideas.

We listen and add clout where we can, to help make changes happen – building belonging and making a difference in the life of the county.

We are a mixed team of staff and Trustees at Barnwood with lived experiences of disability, mental health and neurodivergent conditions, and passionate allies in the disability and mental health movement.

Our Values

Focused



Disabled people and people with mental health conditions across Gloucestershire are at the heart of everything we do

Inclusive



Connecting and collaborating with openness and honesty, we ensure all voices are respected, heard and valued

Bold



In the face of change and uncertainty we are flexible and confident in finding ways forward

Forward Thinking



Using our independence, we explore long-term solutions to everyday challenges



Terms and Conditions

Full Time (Permanent Contract)

- This role is permanent, and we welcome applications from people looking for full time hours (37.5hrs per week).
- We would consider part-time hours for the right candidate. If you would like to be considered for the role on a part-time contract, please note hours would need to be worked Wednesday through Friday.
- We offer a flexible start between 8am and 9.30am Monday to Friday
- Salary £30,260

Benefits

- 36 days holiday inc. bank holidays per annum.
- Life Assurance (3 x Salary)
- Pension Contributions
- Employee Assistance Programme

Due to the nature of its duties, this position is predominantly based in our office in central Cheltenham with only occasional and irregular opportunities for home working.

Barnwood Trust is committed to safeguarding and promoting the welfare of disabled people and people with mental health conditions and expects all employees to share this commitment.

All offers of employment are subject to several employment reference checks and a basic DBS check provided by the Trust.



Job Description

Purpose

To enhance the Trust's online presence by managing content across our social media channels and our website. This position is key to driving our marketing efforts and ensuring consistent, impactful communication.

About the role

Social media management:

- Assist in the creation, scheduling, and publishing of content across various social media platforms (e.g., Facebook, Instagram, X (Twitter) and LinkedIn).
- Work with the Events and Marketing Coordinator to create the monthly content calendars.
- Monitor social media channels for trends, engagement, and opportunities to interact with our audience.
- Respond to comments, messages, and mentions to maintain a positive and engaging online presence.
- Track and analyse the performance of social media posts and campaigns using analytics tools.

Website management:

- Format, edit and maintain content on our CMS, WordPress.
- Liaise with the Trust's web developer for ongoing website development, ensuring an effective and accessible web user experience.
- Build and manage online forms and surveys.
- Monitor and share engagement data with colleagues to inform marketing and communication plans.



Content creation:

- Format documents and reports for internal and external audiences.
- Design and create visual content for digital and print channels.
- Commission accessible formats, including BSL and Easy Read.
- Collaborate with the team to develop new content ideas and campaigns that align with our brand voice and goals.

Administrative and logistical support:

- Perform administrative tasks as needed, such as updating contact lists and maintaining marketing databases.
- Liaise and assist with scheduling for external photography and film contractors.
- Liaise with commercial printers and providers of collateral materials.
- Manage the Trust's photography and film media library.
- Administration of photography and film permissions data.

Person specification:



Commitment to disabled people and people with mental health conditions

- Passionate about making a positive difference to the lives of disabled people and people with mental health conditions.

Essential Knowledge and Experience:

- Experience using a cloud-based website platform (e.g., WordPress)
- Proficient in Adobe Suite - InDesign, Photoshop, PDF Editor and Illustrator.
- Good knowledge of emerging trends within the digital marketing field.

Knowledge and Experience:

- Experience using a social media scheduler (e.g., Zoho) is desirable but not essential.
- Experience using a CRM platform is desirable but not essential.
- Experience using digital engagement analytics tools is desirable but not essential (e.g., Google Analytics)
- Excellent project coordination and organisational skills.
- Creativity with an eye for detail and accuracy.

Skills

- Exceptional interpersonal skills.
- Strong written and verbal communications skills that engage a wide range of audiences and which champion accessible communication.
- Ability to prioritise own workload, set objectives and meet deadlines.
- Exceptional relationship-building skills, involving diverse groups and a range of professionals.
- Strong listening skills.
- Strong self-awareness, enabling the establishment and maintenance of excellent working relationships with a wide range of people using tact, diplomacy, and sensitivity
- Strong IT skills (demonstrable proficiency in using MS Outlook, Word, Excel, PowerPoint, WhatsApp, Teams and Zoom)



- CRM database management
- Creativity, flexibility, and adaptability

Education and training

- Specialist training relevant to disability and mental health conditions, including safeguarding, specialist communications or cultural awareness is welcomed for this role.

Work ethic and approach

- A positive attitude and an ability to generate goodwill and build relationships with collaborators and colleagues
- Ability to manage parallel tasks, prioritise work, cope with the unpredictable and manage time effectively to meet internal and external deadlines
- Displays the utmost integrity and an ability to hold and respect confidential and sensitive information
- Dependable and resilient
- Commitment to working as part of a team
- Self-motivated, resourceful, and proactive in taking initiative
- Concern for, and commitment to, delivering high quality work



Guaranteed Interviews

In the person specification we describe some 'essential knowledge skills or experience' (a few things we really need the person applying to be able to do). If you have a disability (this includes mental health or long-term health conditions) and have these essential skills or experiences, we will guarantee you an interview*.

To be invited to interview or assessment in this way, you must detail in the answers to our 'Competency Questions' document how you meet the essential criteria for the role and then check the box next to the question asking if you would like your application to be considered for this.

A request under the guaranteed interview scheme does not guarantee an applicant a job. At interview, the best candidate will be offered the role. If you are invited to interview you will receive your invite and we'll ask you about any reasonable adjustments that you may need.

*Please note that if a large number of disabled people apply it may not be possible to interview everyone, in which case those who best meet the essential criteria will be invited to interview.

How to apply

On our website, click on Apply Now to be taken to the online application form. The online application form has 3 main sections for you to complete:

1. The form will ask you to answer 3 role specific competency-based questions. It is only your answers to these 3 questions that will initially be shown to the hiring manager to shortlist applicants for interview so please answer these questions fully.
2. The form will ask you to complete a basic application form including your personal details, work history and experience. This section will not be shared with the recruiting manager until after shortlisting and will be held by the recruitment team.



3. Finally, the form will ask you to complete an equal opportunity monitoring section. Your equal opportunities information is separated from your application at source and is not seen by the recruiting manager.

Equal Opportunities questions help us to monitor the effectiveness of our Equal Opportunities policy by gaining a picture of all those applying for and obtaining jobs with the Trust. The Equality Act 2010 protects people from discrimination and promotes equality based on a number of 'protected characteristics'. We ask for information on your 'protected characteristics' to help us monitor our performance on equality.

Completing the form

You may wish to complete your application in stages. To do this, use the 'save and continue later' function at the bottom of a page in the application. The form will ask you for an email address and will email you a link to the completed section of form so you can go back to it later even if you close your web browser.

Applications must be submitted by the closing date and time. Once you have submitted your application form you will not be able to make any further amendments and you will not be able to see a copy. If you are invited to interview, we will share a copy of your application form with you.

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